



ORDER

Flight Dates 10/31/12-11/06/12

Contract / Revision 316365 / Vernon Parker for Congress AZ-09

Original Date / Revision 10/30/12 10/30/12 Agency Com 15%

Billing Contact

Advertiser Parker / Republican / Congr
5 Mapleton Road
Suite 300
Princeton, NJ 08540

Agency Jamestown Associates

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 41000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	8200
KPNX	32%	13120
KPPX	%	0
KSAZ	16%	6560
KTVK	17%	6970
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	15	\$5,227.50	\$6,150.00	0.00	10/29/12	11/06/12	15	\$5,227.50	\$6,150.00
Totals	15	\$5,227.50	\$6,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	11/05/12	11/06/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$350.00		0.00				
N 2	KNXV	11/05/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$350.00		0.00				
N 3	KNXV	11/05/12	11/05/12		CM	12pm-1pm	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00



KNXV

Print Date: 10/30/12

Page 2 of 2

Contract / Revision **316365** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:13:00

Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 12pm-1pm The Chew												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -		1			\$350.00			0.00				
N 4	KNXV	10/31/12	11/02/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-- WTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	-- WTF--		2			\$350.00			0.00				
N 5	KNXV	11/05/12	11/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	M- - - - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -		1			\$350.00			0.00				
N 6	KNXV	10/31/12	11/02/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-- WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	-- WTF--		3			\$700.00			0.00				
N 7	KNXV	11/05/12	11/05/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -		1			\$700.00			0.00				
N 8	KNXV	11/01/12	11/02/12	M-F 430-5am M-F 430am News	CM	430-5am	--- TF--	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	--- TF--		1			\$75.00			0.00				
N 9	KNXV	11/01/12	11/02/12	M-F 5-6am M-F 5-6am	CM	5am-6am	--- TF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	--- TF--		1			\$125.00			0.00				
N 10	KNXV	11/01/12	11/02/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	--- TF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	--- TF--		1			\$350.00			0.00				
														Totals	15	\$6,150.00

*Tax 1 Note: Tax 0.5%.

*Tax 1 Note: Tax 0.5%.